(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2014/0344735 A1**

Wang et al. (43) **Pub. Date: Nov. 20, 2014**

(54) **METHODS, APPARATUSES AND COMPUTER PROGRAM PRODUCTS FOR MANAGING DIFFERENT VISUAL VARIANTS OF OBJECTS VIA USER INTERFACES**

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(57) **ABSTRACT**

An apparatus for providing a user-friendly and reliable manner for managing different visual variants of objects via a user interface may include a processor and memory storing executable computer program code that cause the apparatus to at least perform operations including positioning a generated merging area, including one or more items of visible indicia corresponding to shortcuts to respective applications at a first area of a screen of a user interface. The computer program code may further cause the apparatus to change an item of visual indicia associated with an application to a transformed item of visible indicia in response to detecting movement of the item of visual indicia from a second area of the user interface to a location of an item of visible indicia of the merging area. Corresponding methods and computer program products are also provided.